

“New Media” Proposal
January 12, 2009

The purpose of this proposal is to identify a plan to develop and deploy an online initiative that takes advantage of communication opportunities associated with “New Media.”

Background

Consumers today are being bombarded by more than 3,000 marketing messages a day. To make sure our messages are heard, it is necessary to send messages that are relevant, anticipated, and customized to each individual. In order to expand our web presence we must devote more time and attention to the online medium.

Initial activities under this plan include acquiring equipment and conducting training, and identifying delivery methods, including such drivers as electronic community building, dialogue programs, paid search marketing and social media. Each driver will be looked upon as a separate initiative with a corresponding mix of toolsets utilized to make the strongest possible connection with the drivers’ target audience.

Tactics for attaining this goal include:

- Video news releases. Once all of the equipment has been purchased and setup we can train someone in the Governor’s office to stage the shoot, light, process video, use the video template and then process for the web. We should have a goal of at least one video update every week. During legislative sessions it might make sense to do them more frequently.
- Daily News Updates. Send out our daily news summaries not only to staff, but also to relevant constituents/supporters. This would be a daily e-mail but a summary could also be included in a weekly/monthly eNewsletter.
- Customized Monthly eNewsletters. Once the design has been set up we can train a staff member to import and manage the lists and format the e-mails to send out at least one eNewsletter a month. It might make sense to do one a week during the session. Video updates should be included in the eNewsletter, but we should also consider a separate email just for video updates. As we move along we may want to segment the e-newsletter audience through self-selection into multiple categories and niches, so they can then tell us their interests and preferences. This will allow us to direct them only toward appropriate content on the website and receive tailored e-mail messaging.
- Targeted Legislative Updates. Organize everything in the e-mail system to accommodate targeted e-mails that can be sent out. Break down the lists by legislative district and zip code, which could be valuable during the session with some of the tougher issues.

- **Issue Oriented Campaigns.** As the big issues heat up, we can put together a mass e-mail, internet marketing, or radio campaign with a specific budget that can be determined later. Josh has recommended budgeting at least \$15,000-\$20,000 for such an effort, but we save this decision for later.
- **Feeds, Widgets, Wikis and PDA's.** Widgets and RSS feeds allow consumers to incorporate custom content into their blogs and websites. Creating and publishing such feeds (for example a widget that feeds every image on Flickr tagged Haley Barbour) allows distribution of our message far beyond the borders of Mississippi's channels.
- **User-Generated Content.** The creation of user-generated content on governorbarbour.com through wiki-power also holds promise; many interests can maintain wiki-based information pages so that users can interact with each other and provide input about our activities. Our entire library of content could be available for PDA and mobile device users.
- **Social Networking.** The proliferation of broadband and the rise of social media have radically changed how people get information. The web is an integral part of the whole process, from generating ideas and images, to commenting on political figures to sharing of experiences. Just as commercial consumers have transformed travel planning by embracing the web to create a fun, interactive experience, so have political consumers. More than half the visitors to MySpace are now 35 or over, up from less than 40% last year. In addition, the phenomenon known as Second Life, the online virtual-reality world, is a growing online trend. Second Life's 2.7 million registered users can do just about anything there: buy virtual property, establish and frequent virtual businesses, strike up a relationship. So it is not surprising that some non-virtual companies such as Starwood Resorts, GM and Toyota are setting up shop as well. Just imagine a virtual trip to "Governor Haley Barbour's Mississippi," or "Governor Haley Barbour's America." As this goes mainstream we should explore a presence and distribution of content in this newest medium.
- **Two-way Conversation, better known as "Engagement".** We should consider engaging in conversations with our constituents, allowing them to understand and become fans of our policies and, in turn, become our best proponents. We must consider user-generated content for the website, soliciting feedback on a blog posting, even asking their opinions in a monthly survey. Such "engagement" should increasingly become the cornerstone of our strategy.
- **Traditional Media Plan:** Explore opportunities for "one-on-one" communications with traditional media, such as on-line, real-time responses to Q&A from TV, radio and print reporters. Periodic on-line editorial boards might be helpful.
- **Connecting with special interests:** Consider special communications with special interests when new economic development projects are announced, such as going

on-line with passenger air travel associations when new service expansions are announced at Mississippi airports.

Total cost estimate: \$17,800 for the first year, reduced to roughly \$2,000 a year in continuing costs.

Equipment List (Cost estimate - \$9,300)

Computer - \$2,500

MacBook w/advanced capabilities

http://store.apple.com/us/browse/home/shop_mac/family/macbook?mco=MTE3MzM

Camera - \$3,500

Sony - MiniHDV

<http://www.sonymstyle.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10551>

<<http://www.sonymstyle.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10551&storeId=10151&langId=-1&productId=8198552921665529584>>
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(2) External microphones - \$500

Lavalieres w/battery packs

Editing Software - \$1,400

Final Cut Studio 2

<http://store.apple.com/us/product/MA886Z/A?mco=MTIxODk3Mw>

Light Kit - \$500

B&H Photo/Video

<http://www.bhphotovideo.com/c/product/459068-REG/>

[Impact_VSD300_KIV_VSD300_Two_Monolight_Umbrella_Softbox.html](http://www.bhphotovideo.com/c/product/459068-REG/Impact_VSD300_KIV_VSD300_Two_Monolight_Umbrella_Softbox.html)

Teleprompter - \$900

B&H Photo/Video

<http://www.bhphotovideo.com/c/product/507525-REG/>

[Ikan_PT1000W_PT1000W_8_Wide_screen_Portable.html](http://www.bhphotovideo.com/c/product/507525-REG/Ikan_PT1000W_PT1000W_8_Wide_screen_Portable.html)

Ancillary Services (Cost estimate - \$7,000), plus estimated \$1,500/per year Web administration costs

E-mail System - \$500 setup (\$125/month, or \$1,500/year w/Frontier)

Search Engine Marketing - \$5,000

Initial investment to drive traffic based on certain search terms and word phrases to the website, or certain sections of the website

Customized formatting - \$1,500 one-time charge

Creation of a graphic design template to give the videos the same look.

E-mail Audit

Thousands of e-mails are in various databases; they should be audited so we can readily identify and utilize them:

GovernorBarbour.com - 3-4k

HaleyBarbour.com '03/'07 - 10-15k (includes leadership databases, donor e-mails, etc.)

Summit Registrations - 3-4k (Agriculture, Economic Development, Education, Coast Recovery, etc.)

In older databases Bo managed, there are another 5-7k e-mails.